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Types of Social Media

Social media has taken over our everyday lives. From the time that we wake up in the morning to the time that we go to bed at night, we are on some form of social media. We use social media to do work, for entertainment, and to stay connected to other people. Laptops, phones, and tablets are a couple of the different devices people use to connect on social media. How many types of social media are there?

Social media can be a valuable tool for businesses. Social media profiles help businesses gain new clients. Social media helps businesses learn about their target audiences are into, so businesses can discover new, creative ways to reach new audiences. Most customers use social media to give businesses their feedback. You can identify the competition and learn how to improve upon their business. When clients learn about new businesses from social media, it can help to increase sales and to help customers get to know about their brand. Some of the apps businesses use are Office Mobile for Office 365, Dropbox, Square Register, et cetera. These social media platforms help businesses stay connected and be able to communicate with one another. When businesses can expand where they gain their clients it makes them more likely to be able to compete with large businesses such as Amazon, Walmart, Wayfair, et cetera. These minor changes help businesses develop and thrive.

Social media in the workplace has many negative things. It can be a distraction in the workplace because employees spend quality time playing games, checking social media accounts and talking to friends, when they should be working. Social media also has the risk of malware, which can damage a company’s networks. Malware could also allow hackers to access a company’s network and place viruses in it, similarly to what happened to T-Mobile a couple of years ago. Social media could be hazardous in a workplace.

Entertainment is another major way people connect on social media. The largest group of people on entertaining social media apps are the age groups: teenagers and early to mid-20s. These groups are large in social media usage because of the growing popularity by social media advertisements. A few of the major entertaining apps used by these people are YouTube, Vine, Netflix, Hulu, et cetera. Most of the apps used to entertain, show people videos made for many different reasons. Some of the videos are made for education, joy and to tell you how to do something, such as DIY. These types of entertainment have changed how people entertain themselves and how people communicate with one another.

People nowadays are always connected. Phones have become global, so they are able to connect someone from one part of the world to another. The major social media apps that are used to connect people are Snapchat, Instagram, Facebook, Twitter, et cetera. These social media platforms help people stay updated on each other’s lives, relationships and hobbies. Most of the apps that help us stay connected involves posting pictures and commenting on them. These apps do not usually seem like good, productive things, but many people think otherwise. Social media can be used to boost people’s self-confidence, keeps family and friends informed, even if they live far away, and gives people a large basis to turn to if they need help with something. How can positivity spread if not using social media?

Social media has been used to spread negativity. Cyber bullying is a real thing and people are being bullies on social media sites every day. When someone is cyberbullying, they may not know the other person, or they may be trying to be funny. However, it is not okay, and the victims are being publicly harassed for some as posting a selfie. Another negative thing about social media is gossiping or spreading rumors. Somebody and spread a rumor in as little as three seconds upon posting it on social media, and it will spread like wild fire. Remember to stay positive on social media cites and to never let someone bully you, when you could a easily delete their comment.

Social media has taken over the world. Social media is used in business, social interactions and entertainment. Businesses can expand and improve their businesses. Social media can, also, cause malware and hackers to be able to access company files and cause computer viruses to form. The entertainment apps are a major part of today’s world and have helped to expand our knowledge. Connecting on social media helps to keep up with one another and to connect with people from around the world for many different reasons. Although, it could also be used to spread horrible things to hundreds of thousands of people within a few seconds. Do not use social media for negativity.

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